

10-Steps Action Plan to Diversify and Scale Sales.

By Eric Kooymans



KEY TAKEAWAYS FROM THIS PODCAST:

1. **Build Cost-Effective Strategy** – After doing the keyword research, paid analysis, shipping, CPA Analysis so you can put together a pricing strategy to scale. Detailed Models in the presentation
2. **Diversified Sales Channels** – If your on Amazon, you have to also be on Walmart, Ebay, Wayfair, etc so you don't lose the listings to competitors. Must use effective integration tools and customer service tools grow effectively and scalable. See List of Recommended Tools
3. **Build a Scalable Website** – Create A Foundation website that you Control Growth, & Can Scale Sales, remarket to customers. Pull the true CPA and build bundles and educational upsells.
4. **Setup Shopping Feeds** – Setup the Easiest Low-Hanging Fruit In Paid Media. Google shopping in my experience is the best converting, most consistent, and easiest to set up. Optimized product title and strong product descriptions. Then build out Facebook Marketplace, Tiktok Product Catalog, Bing Shopping Ads, Snapchat Product, and Pinterest Product Feeds.
5. **Content Marketing** – Developing backlinks is the most important part for Long Term Growth. The goal is to establish expertise, promote brand awareness, develop backlinks and keep your business top of mind when it's time to buy what you sell.
6. **Leverage Social Media & Build Community** – Leverage social media by building a Facebook Community, and engage in other communities. Add comments value, build trust, and build relationships.
7. **Build A List** – Email and SMS are always the best-converting marketing source. Automate your emails that provide value and builds your list so you can continue to build relationships and value over time.
8. **Build a Referral program** – Create Your Own Volunteer Sales Force that is motivated to sell your products. The best part of affiliate marketing is you pay for it only after it works. Use a smart affiliate marketing are essential as direct links with coupon codes help SEO and sales the best.
9. **Build B2B Marketplace** – Leverage the power of 600k retailers, no shipping costs, low commission, etc.
10. **Setup AI Automation** – Work Smarter, Scale quicker, and Automate everything. AI is changing the world quicker than we even know. Start leveraging the top 5 AI automation today.

SESSION RESOURCE – NEXT STEPS:

10-Step Action Plan To Diversify and Scale Sales

Step 1: Build The Strategy

- KeywordKeg.com (recommended)
- Neilpatel.com/ubersuggest/ (free)
- Google Ad Research - Google Keyword Planner
- Competitor Analysis - SEMRush.com (recommended)
- Backlink - Ahrefs.com
- Site Audit – ScreamingFrog
- Google Search Console

Step 2: Diversified Sales Channels

- Marketplace Management - GeekSeller
- Marketplace Management – ChannelAdvisor
- Integration - Syncware
- Customer Service – Edesk.com

Step 3: Build a Scalable Website

WordPress Tools:

- **Hosting:** Cloudways or WPEngine
- **Page Builder:** [Elementor](#)
- **E-commerce:** WooCommerce
- **Payment Processing:** Stripe, Paypal, Klarna
- **Shipping:** [WooCommerce Plugins](#)
- **Firewall** – Both Cloudflare & Wordfence
- **Bundle Plugin** – [InconicWP Bundles](#)
- **Upsell / Order Bump / Post Purchase** – [Sales Booster](#)
- **Advanced Funnels** – FunnelKit, CartFlows
- **Advanced Emails** – [FlyCart](#) and [SMTP SendInBlue Plugin](#)
- **Form Builder** – GravityForms

Shopify Tool:

- **Hosting:** Fully managed by shopify
- **Page Builder:** [Zipify](#) or Showgun
- **Payment Processing:** Shopify Pay (extra fees for stripe)
- **Bundle Plugin** – [Plugins](#)
- **Upsell / Order Bump / Post Purchase** - [ReCovert](#)
- **Advanced Funnels** – [Zipify Upsell](#) & [ConvertFlow](#)
- **Advanced Emails** - Klaviyo
- **Form Builder** – [Powerful Contact Builder](#)

Step 4: Setup Shopping Feeds

- **Channels** - Google Shopping, Facebook Marketplace, Tiktok Product Catalog, Bing Shopping Ads, Snapchat Product Feeds, Pinterest Product Feeds
- **WooCommerce** – [Product Feed Pro](#)
Over 100 feed templates
- **Shopify** – [Social Shop](#) & others
- **Full Service** – SalesandOrders.com

Step 5: Content Marketing

How to find and development backlinks and content marketing opportunities.

- SEMRush.com – Pull competitor backlinks
- Ahrefs.com – Backlinks tool, broken links, out of date, etc
- Majestic.com – Great API Backlink tool
- SimilarWeb.com – Understand Competitor Track Sources
- Link Finder – LinkHunter and Pitchbox
- Find Influencers – BuzzSumo
- Understand Your Target Audience – SparkToro.com
- Competitors Updates – Google Alerts

Step 6: Leverage Social Media

- Facebook Management - Facebook Business Suite
- Social Media Management - HootSuite, CoSchedule
- Group Boss – Gets User Data from FB Groups into CRM
- DIY Communities – BuddyBoss, Honeycommb, Circles, HiveBrite

Step 7: Build A Email and SMS List

- WooCommerce – Elementor has built-in
- Shopify – Privy
- Klaviyo
- Active Campaign
- Campaign Monitor

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Step 9: Leverage B2B Marketplaces

- Setup Faire.com for Wholesale
- Setup Syncware.

Step 10: Leverage AI Automation

1. **ChatGPT** –[Learn More](#) or download Open AI Mobile App
2. **AI Upsell & Abandonment Cart** On Shopify or WooCommerce
3. **AI Data Sources** – Use [Seamless.AI](#)
4. **AI Outreach Marketing** – WooSender

SPEAKER CONTACT INFORMATION



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